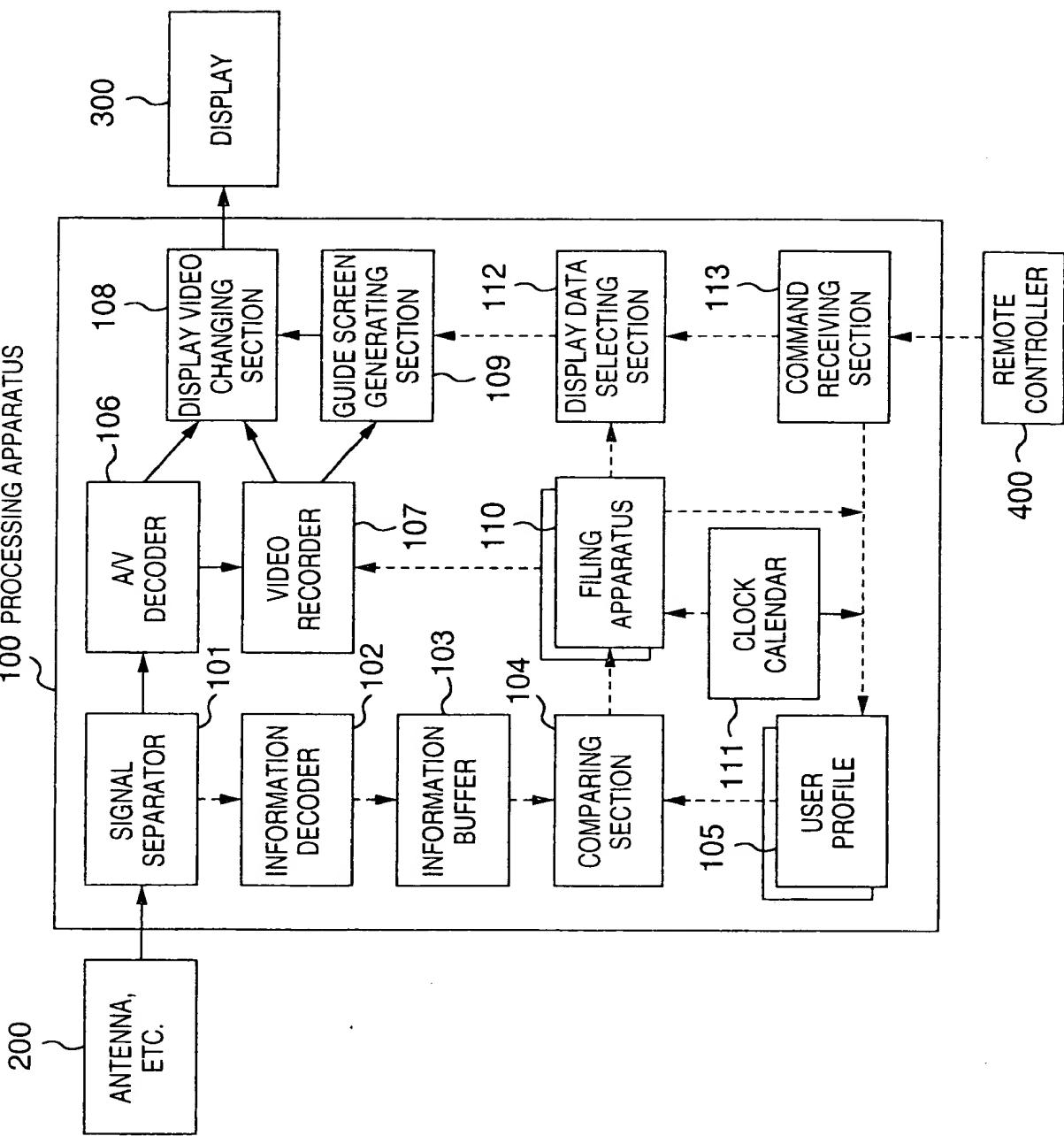


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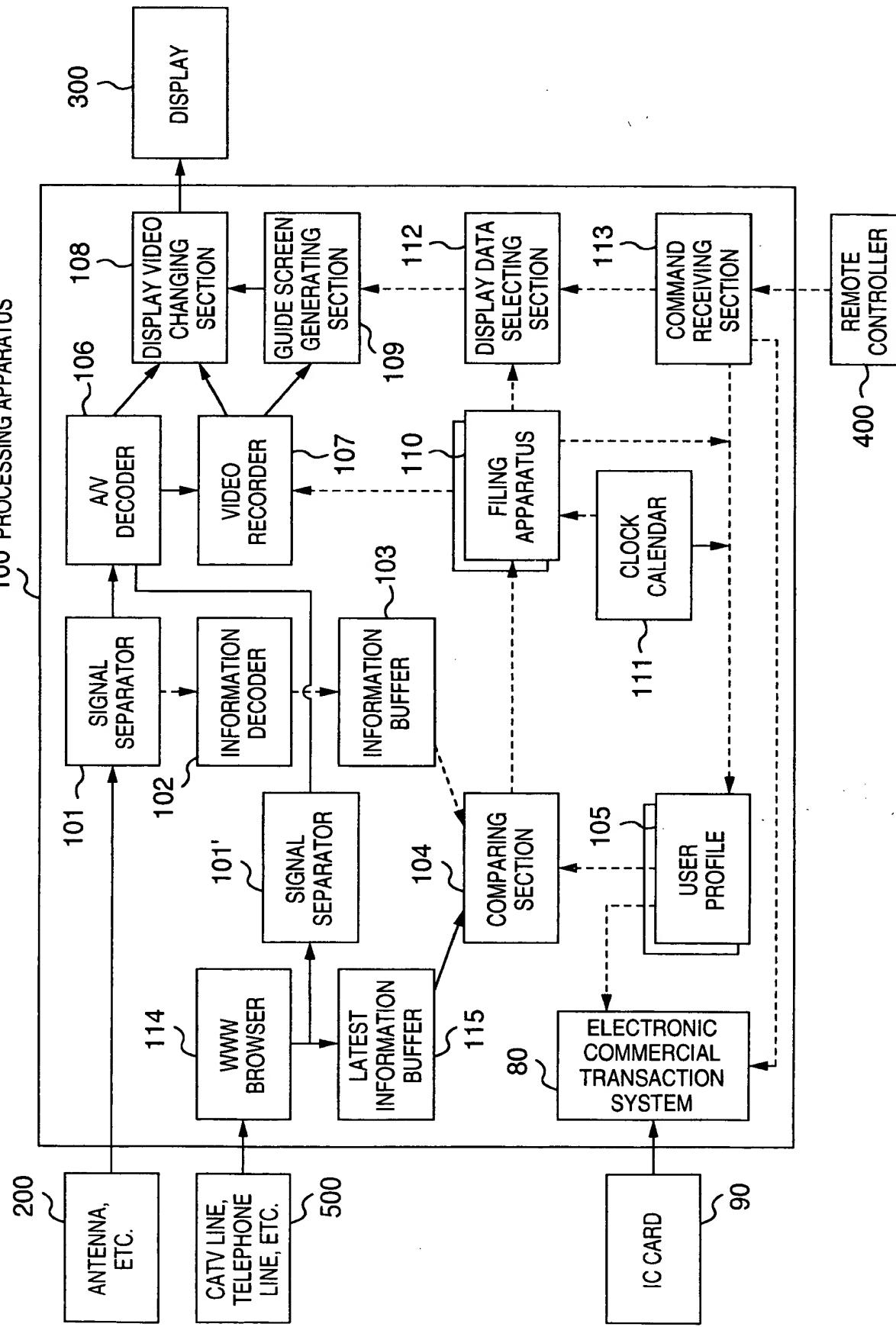
FIG. 1



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FIG. 2

100 PROCESSING APPARATUS



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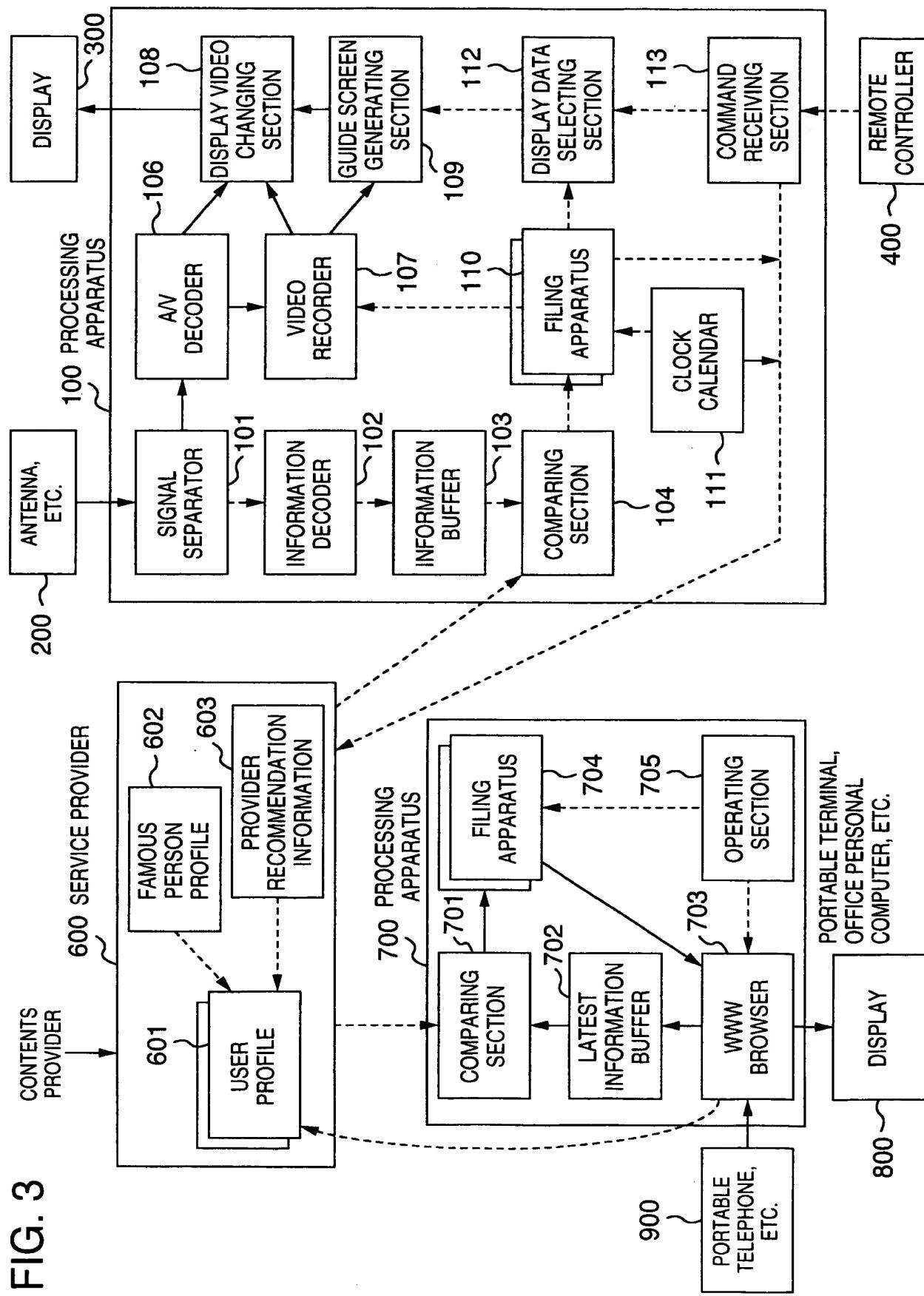
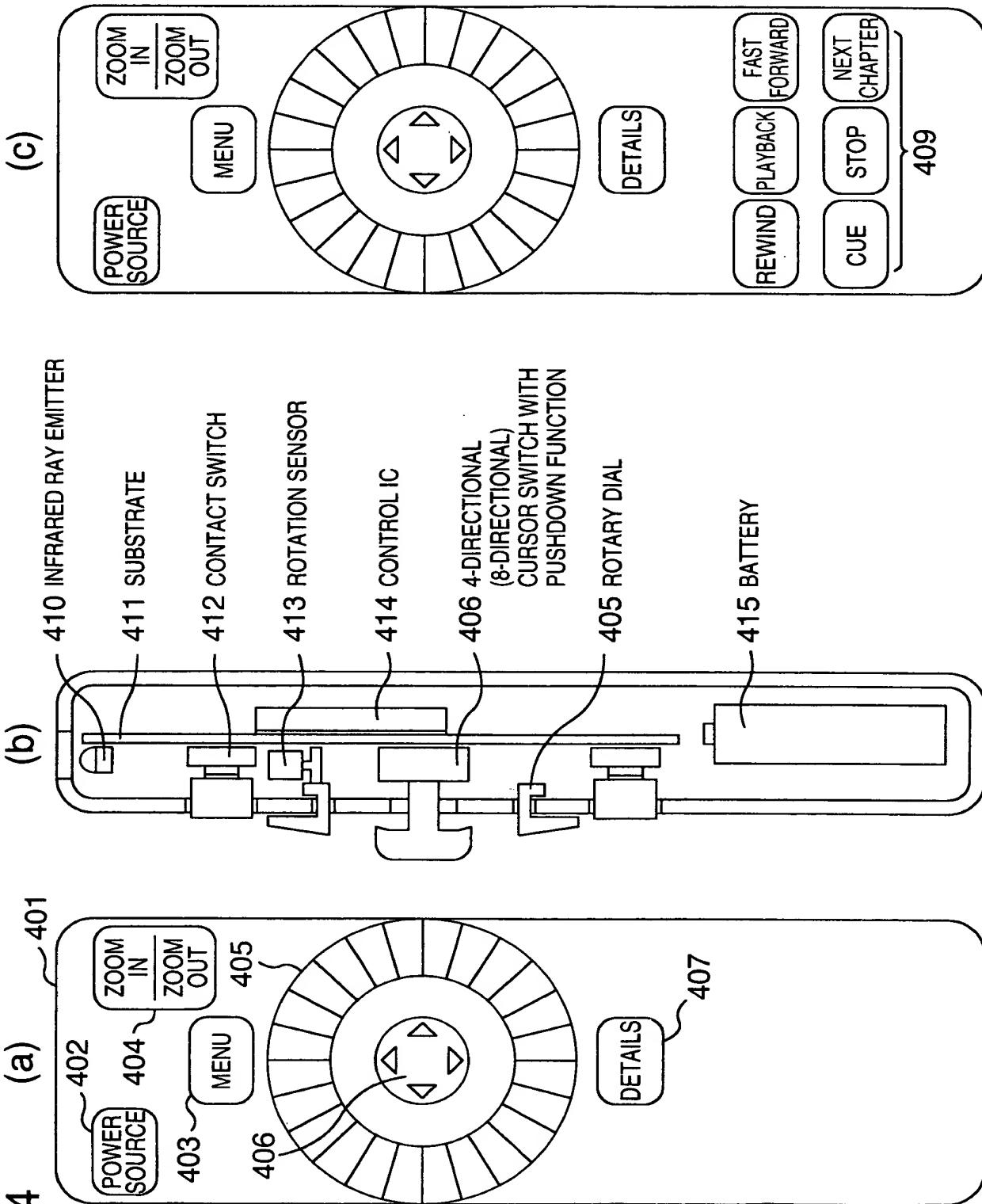


FIG. 3

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FIG. 4 (a) 401
FIG. 4 (b) 402
FIG. 4 (c) 403

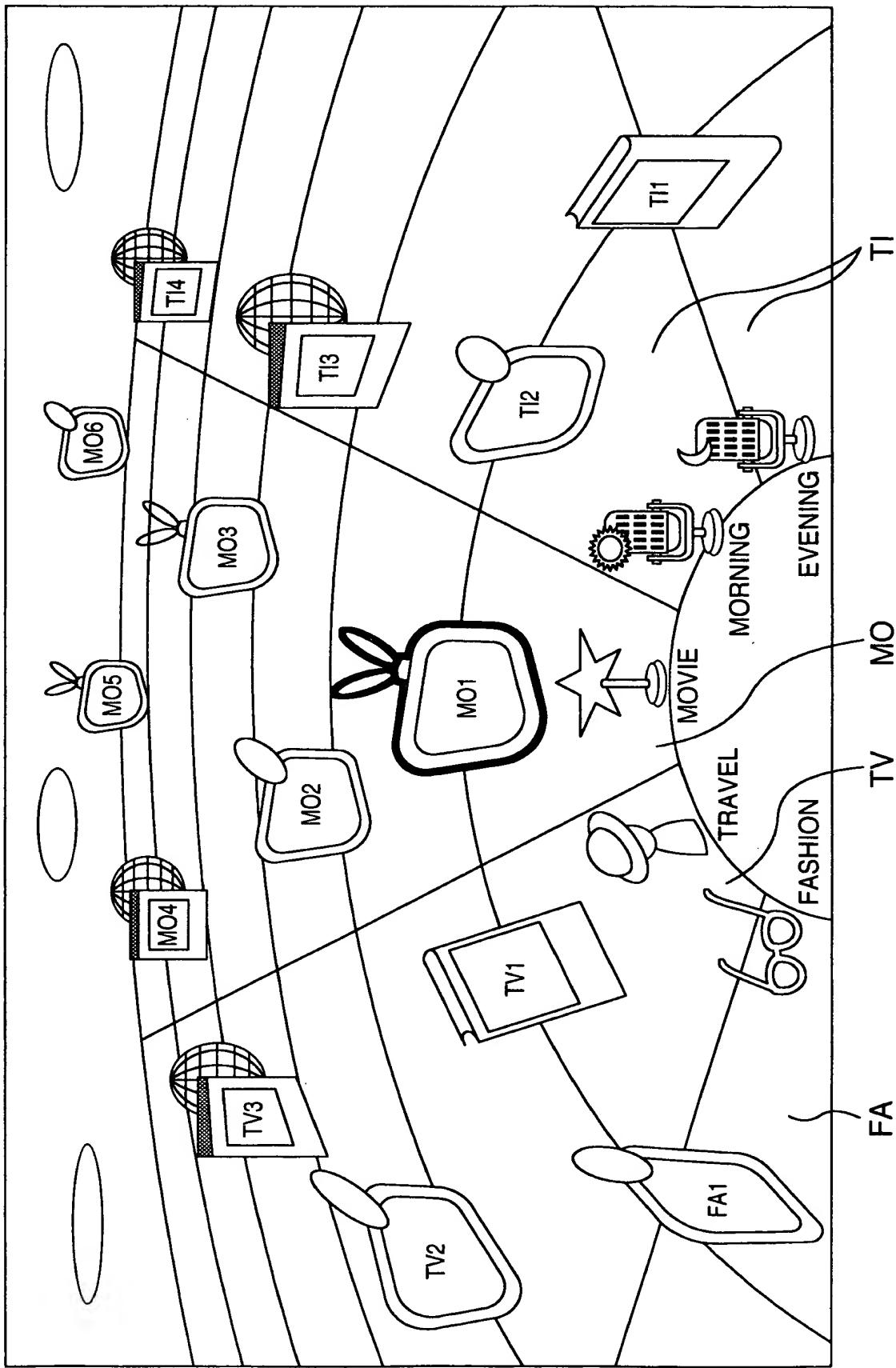


APPROVED	O.G. FIG.
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FIG. 5

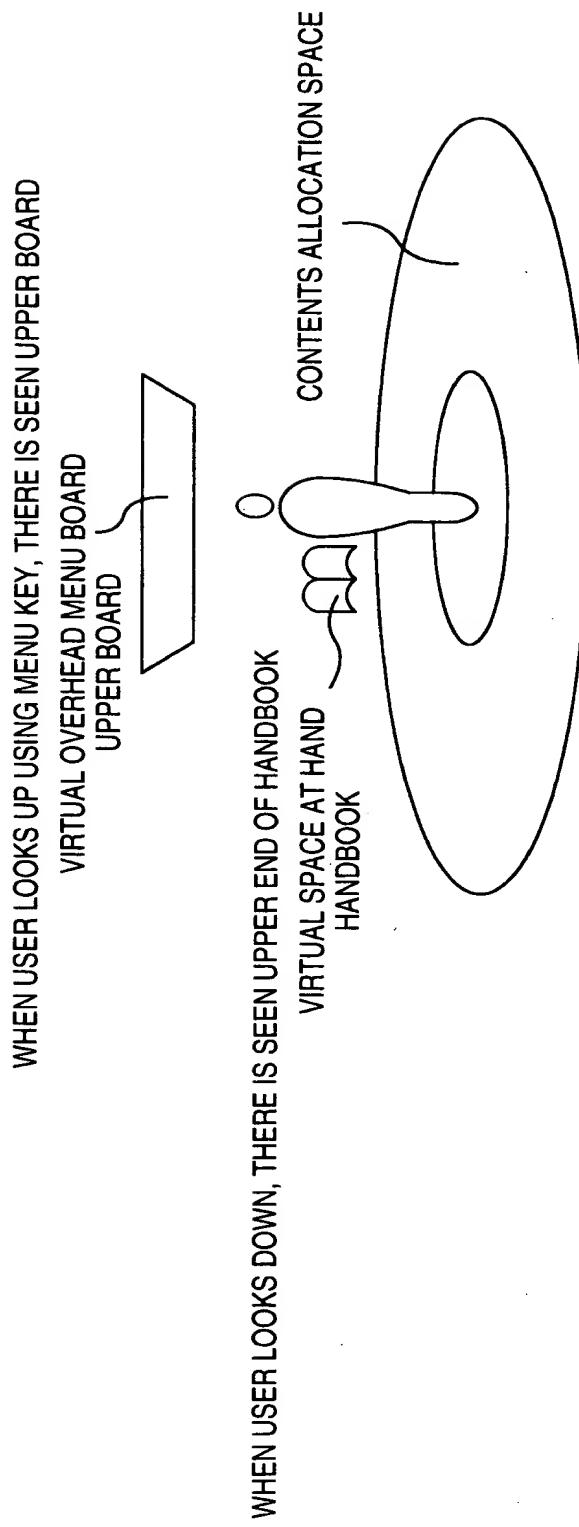


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FIG. 6

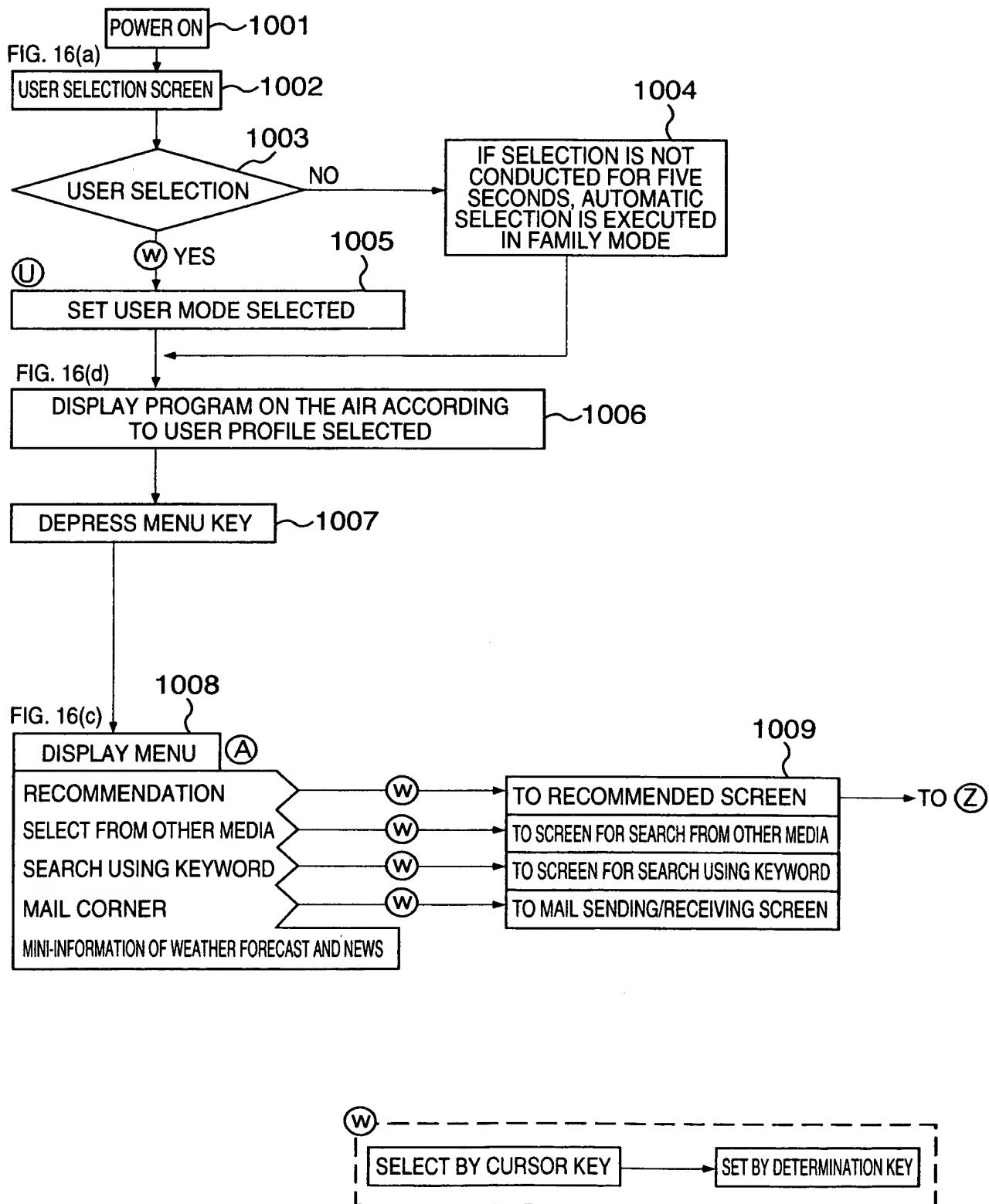


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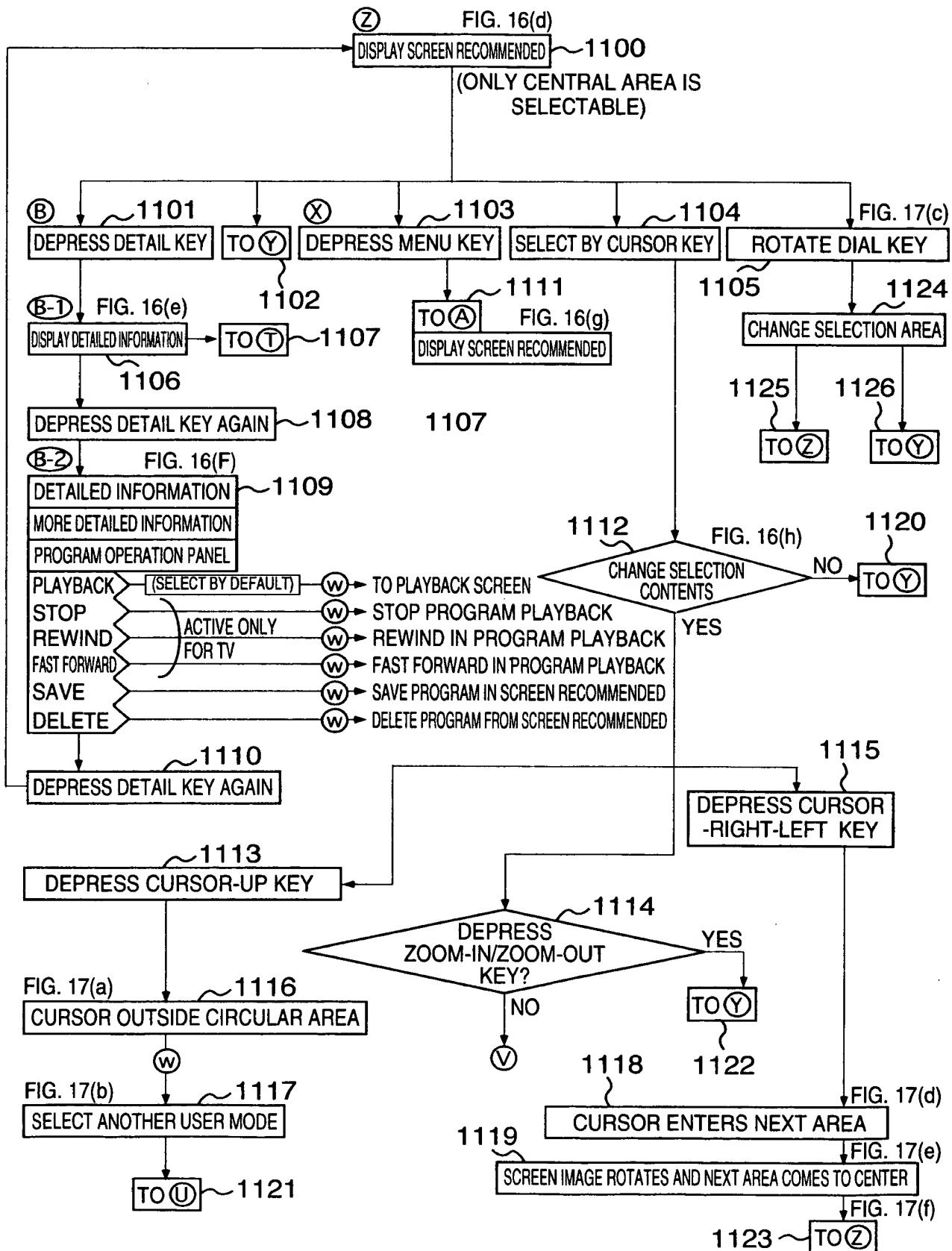
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FIG. 7



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FIG. 8



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FIG. 9

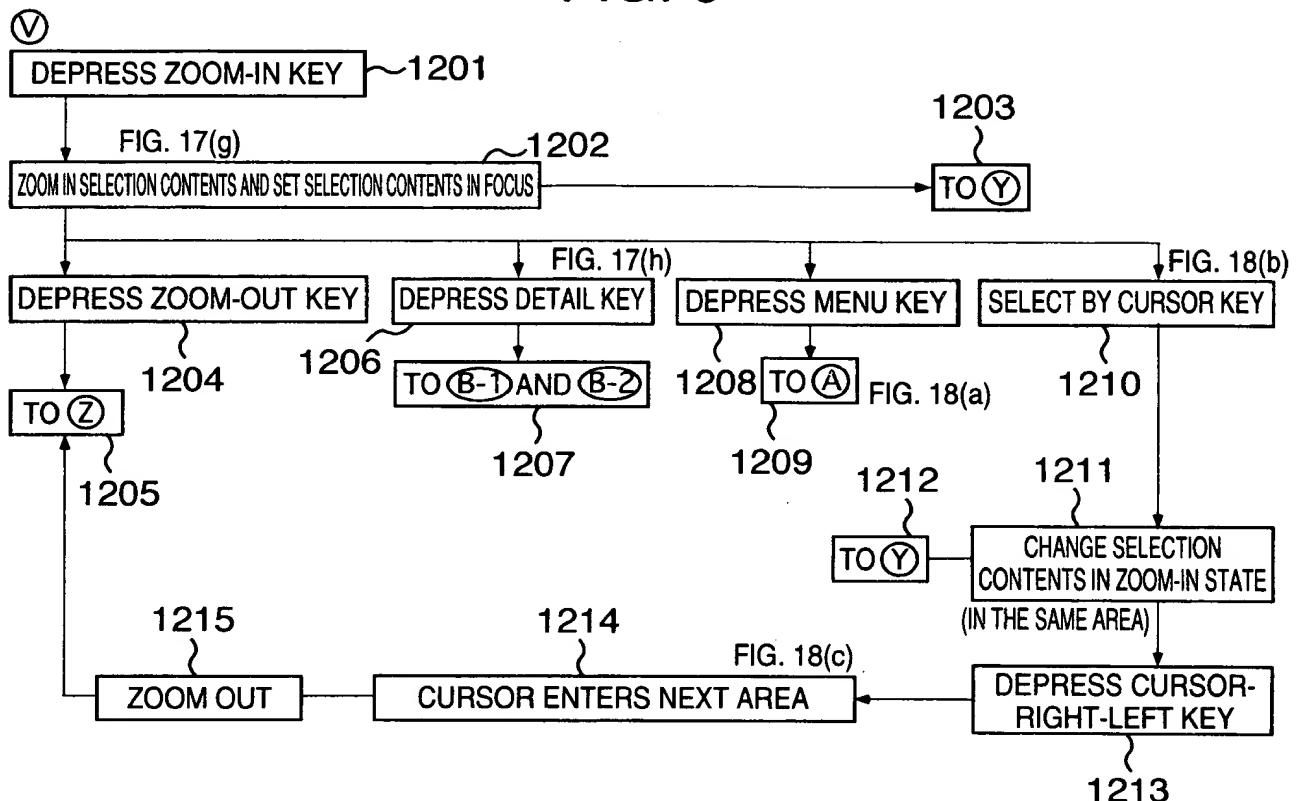
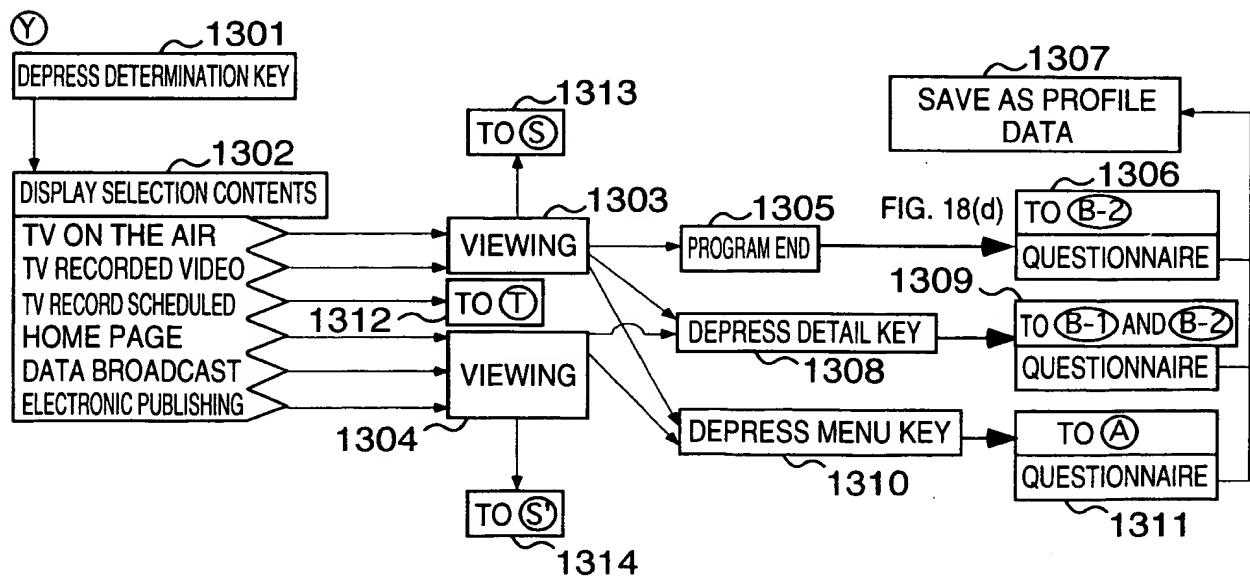


FIG. 10



* QUESTIONNAIRE IS NOT DISPLAYED FOR SHORT TIME OF VIEWING

APPROVED BY	O.G. FIG.
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FIG. 11

(T) (FOR TV ON THE AIR, RECORDING COMPLETED, AND RECORDING SCHEDULED)

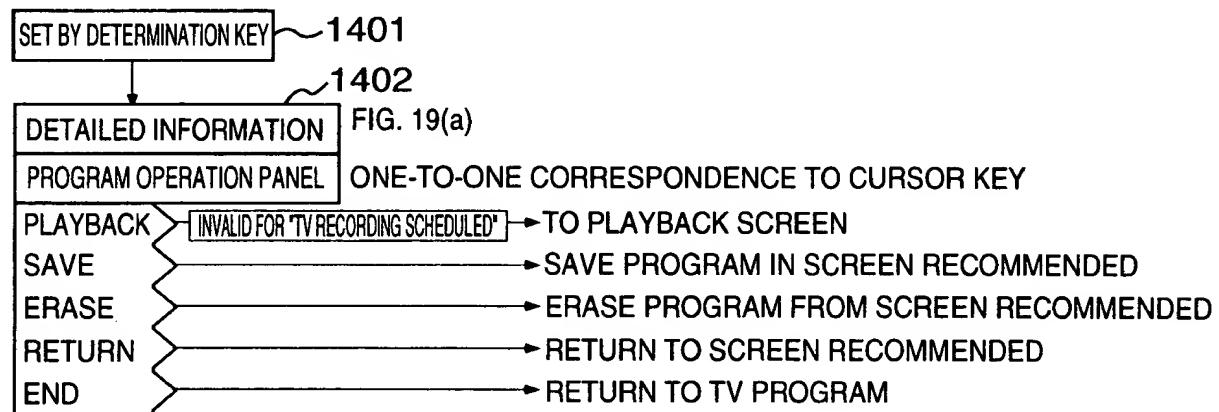
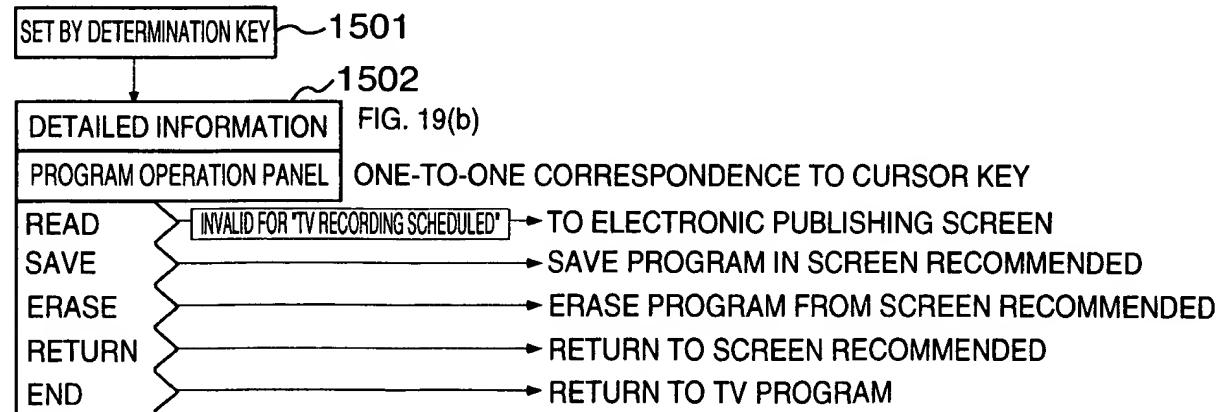


FIG. 12

(S) (FOR ELECTRONIC PUBLISHING)



DO NOT DESTROY

APPROVED BY	O.G. FIG.
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FIG. 13

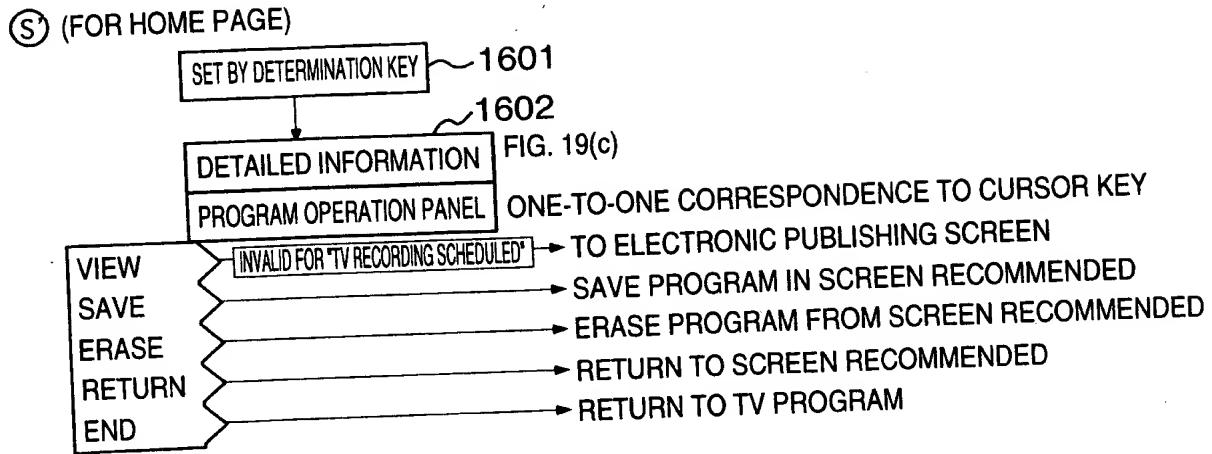


FIG. 14

(S) (FOR TV ON THE AIR AND RECORDED VIDEO BEING VIEWED)

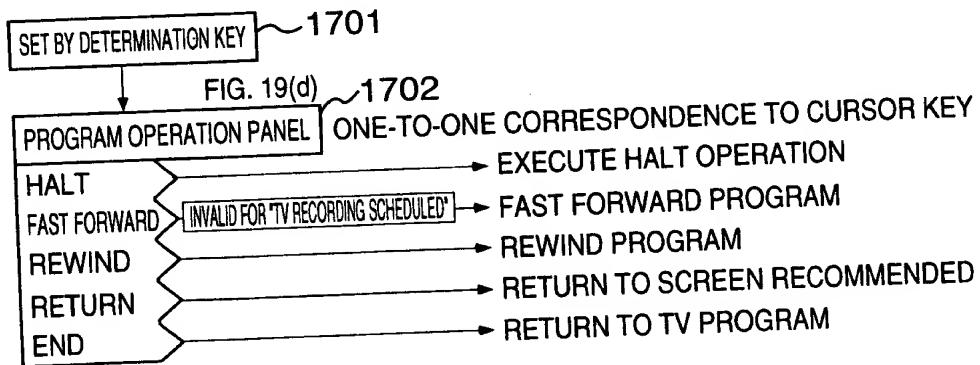
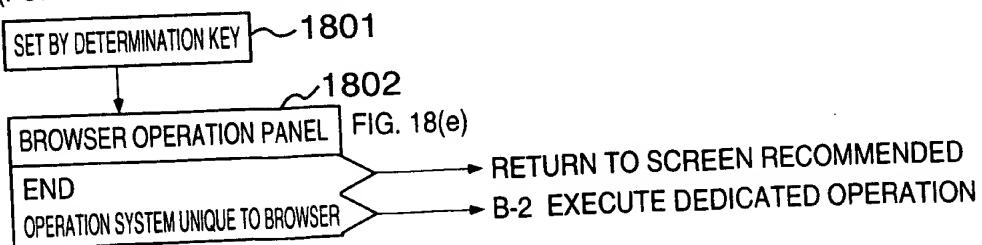


FIG. 15

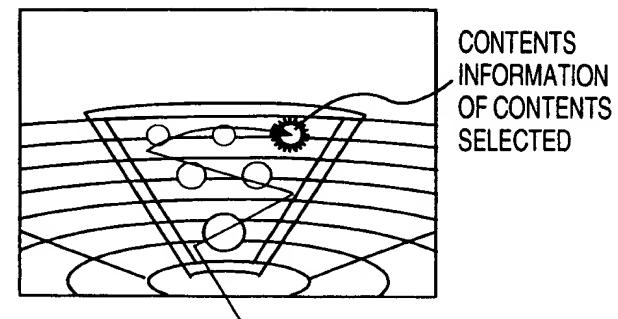
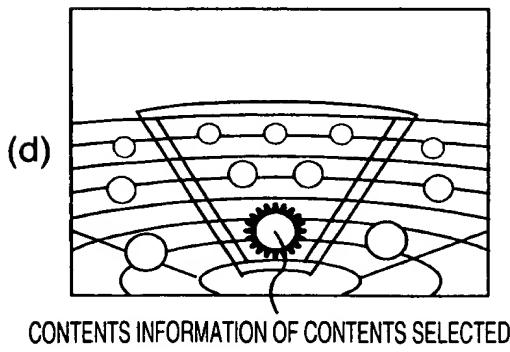
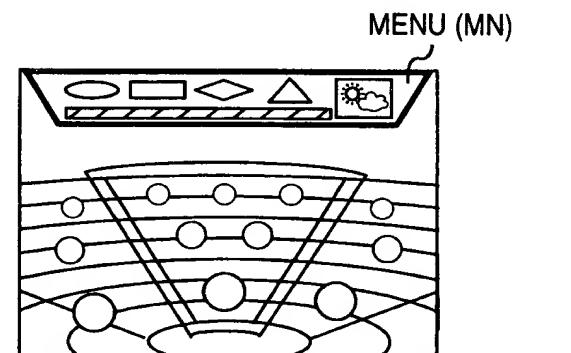
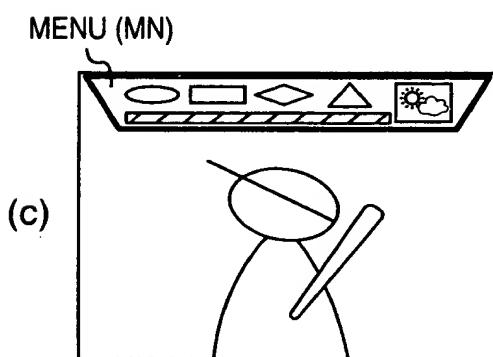
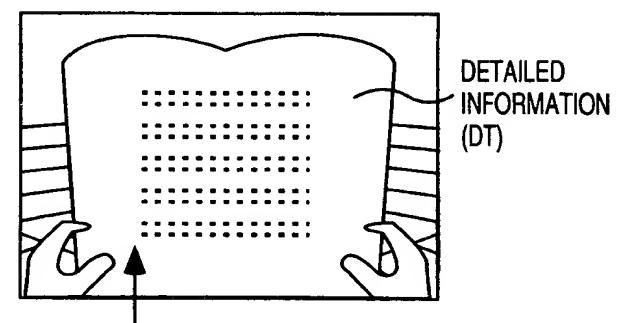
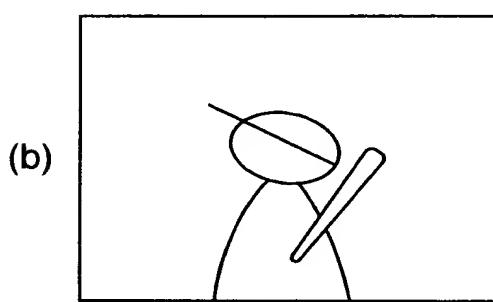
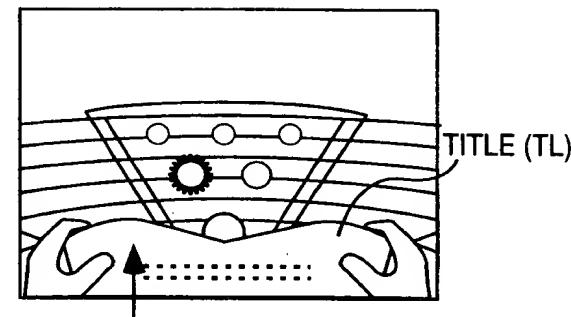
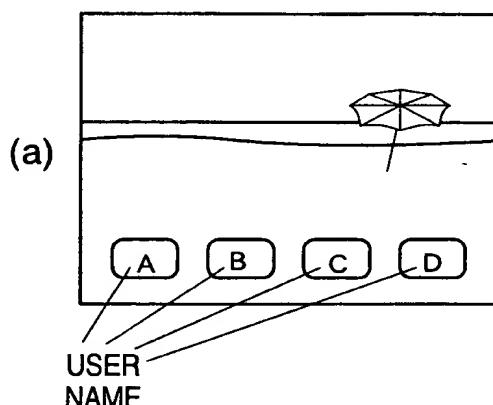
(FOR HOME PAGE, DATA ON THE AIR, AND ELECTRONIC PUBLISHING BEING VIEWED)



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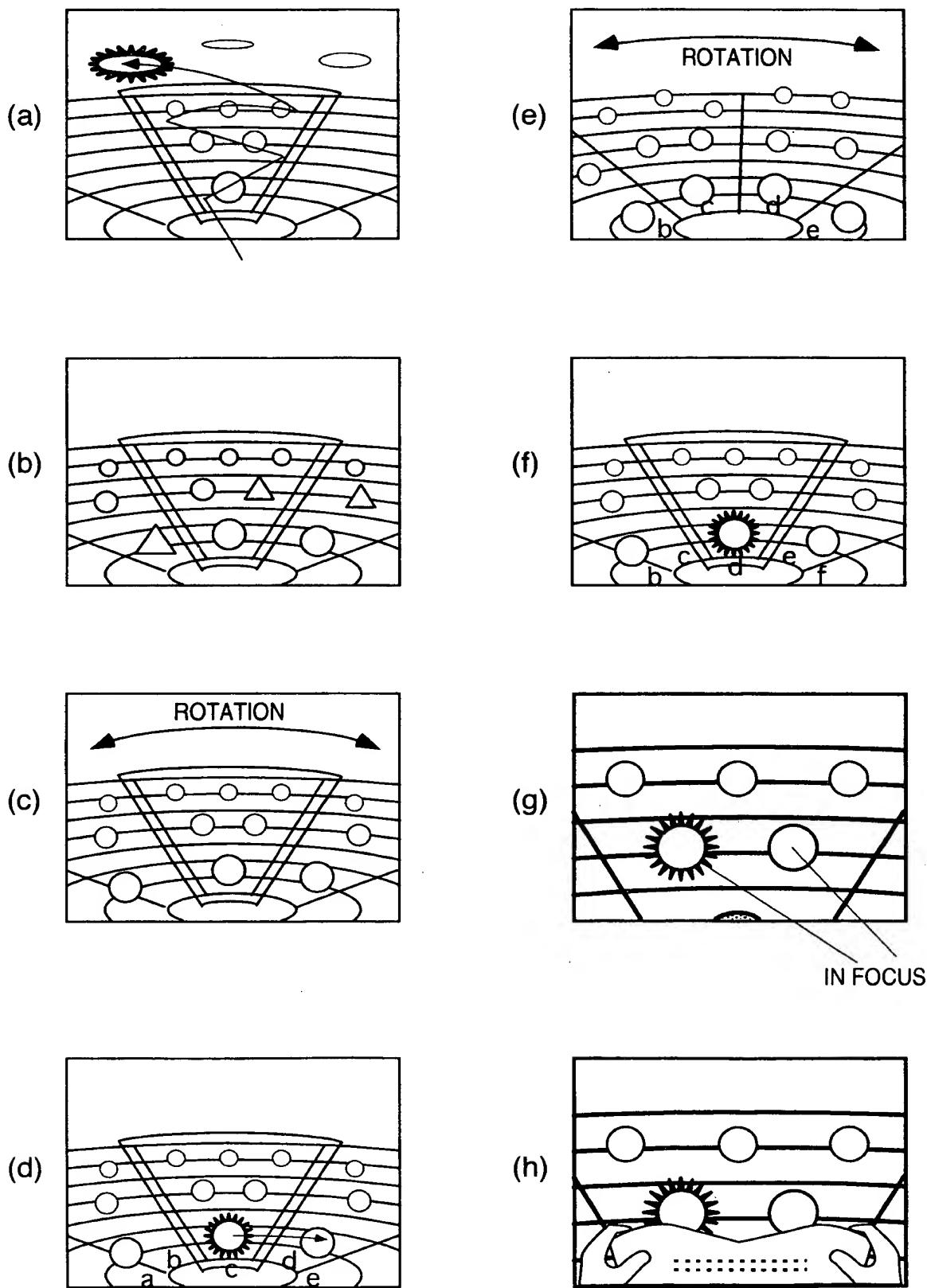
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FIG. 16



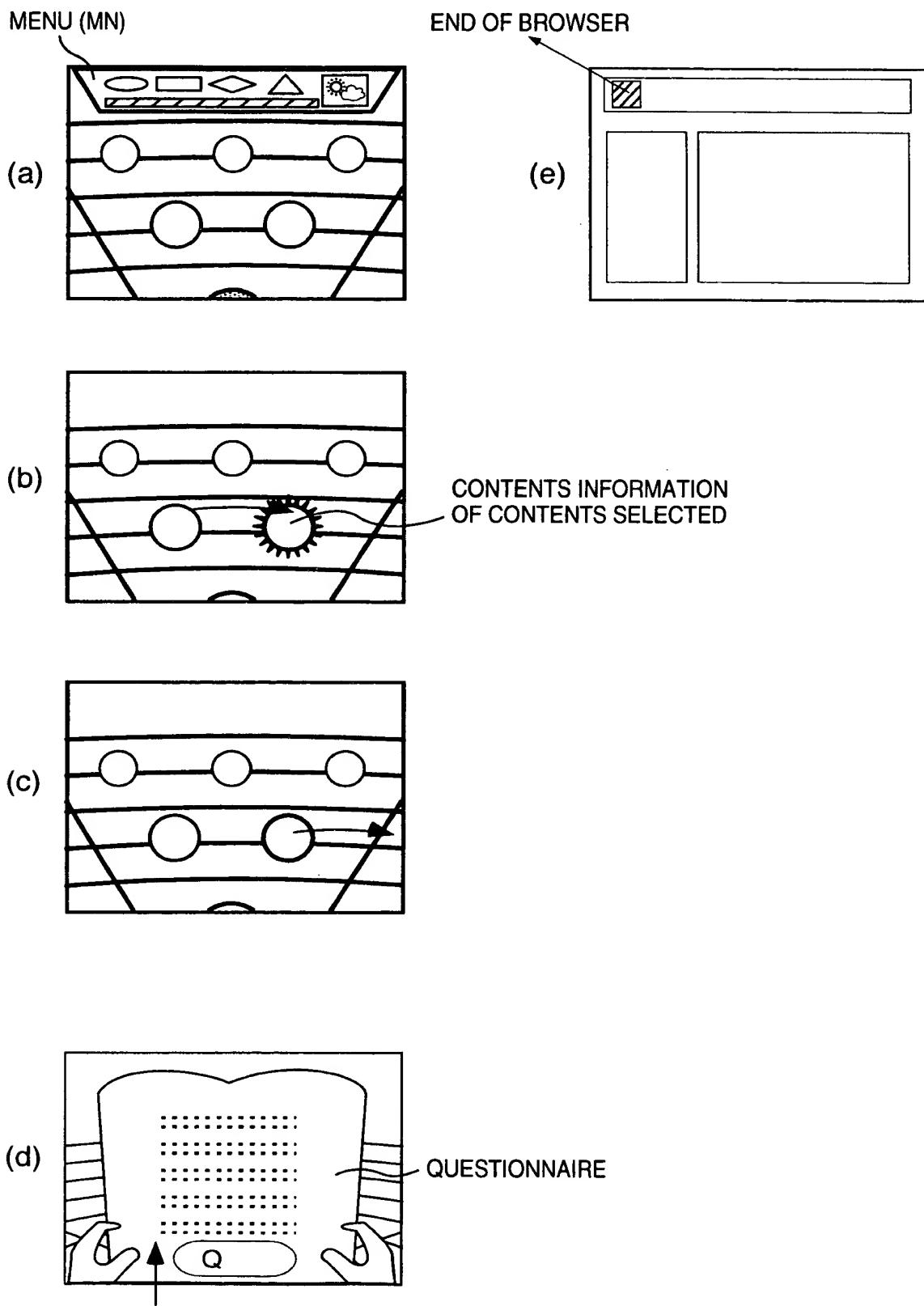
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FIG. 17



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FIG. 18

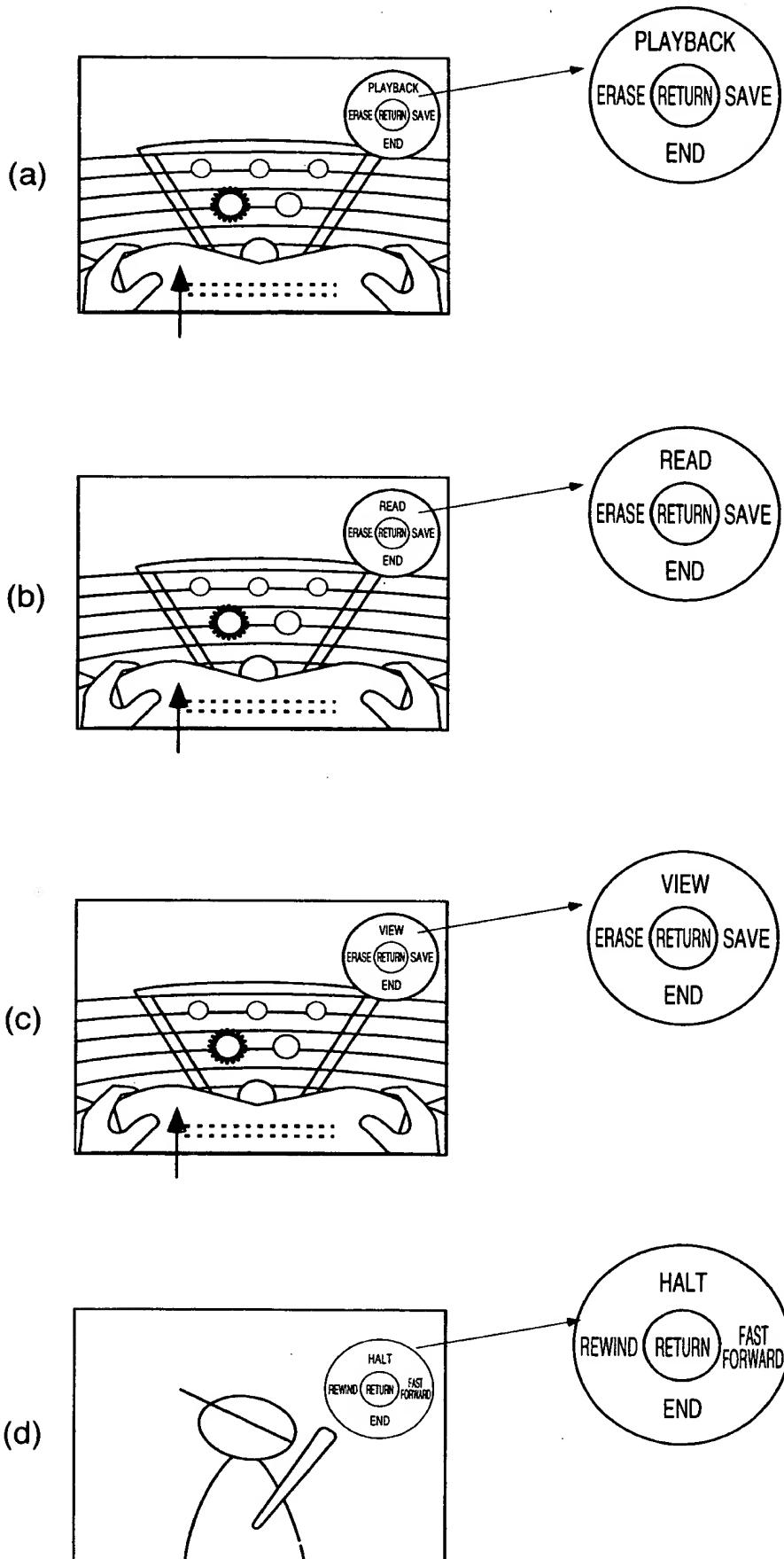


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FIG. 19



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FIG. 20

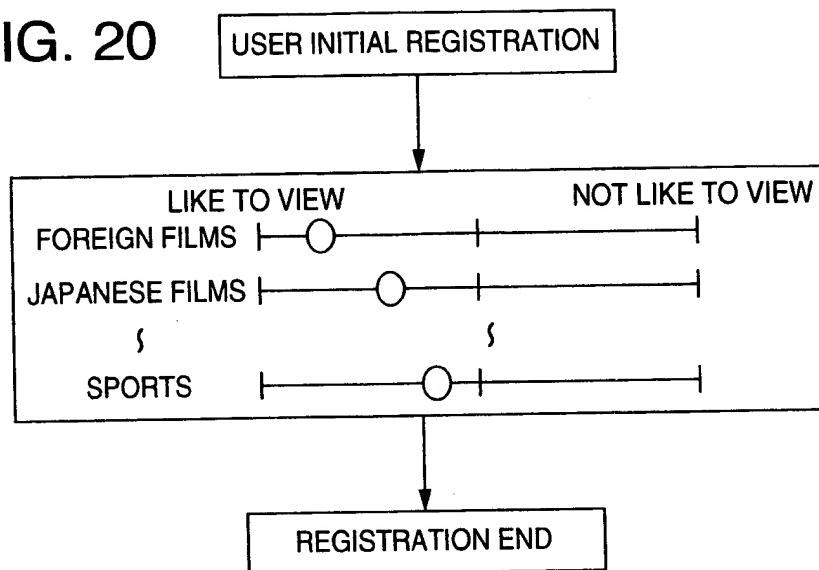


FIG. 21

PROFILE DATA

USER GENRE PROFILE TABLE					
	0:00~3:00		6:00~9:00		21:00~24:00
POINT NO. 1	FOREIGN FILMS: 48 POINTS		NEWS: 54 POINTS		FOREIGN FILMS: 72 POINTS
POINT NO. 2	JAPANESE FILMS: 45 POINTS		WEATHER FORECAST: 48 POINTS		DRAMAS: 66 POINTS
S	S		S		S
POINT NO. 30	SPORTS: 14 POINTS		DRAMAS: 17 POINTS		COOKING: 29 POINTS

USER KEYWORD PROFILE TABLE					
	JAPANESE FILMS		SPORTS		NEWS
POINT NO. 1	MIHO NAKAYAMA: 46 POINTS		GIANTS: 58 POINTS		WEATHER FORECAST: 73 POINTS
POINT NO. 2	THRILLERS: 44 POINTS		NIGHT GAMES: 42 POINTS		TODAY: 65 POINTS
S	S		S		S
POINT NO. 50	PARODIES: 16 POINTS		HIDEKI MATSUI: 14 POINTS		KANTO DISTRICT: 25 POINTS

ITEMS LEARNED BY EACH USER, ITEMS DELIVERED FROM SERVICE PROVIDERS, ETC.

DRAFTSMAN: O.G. FIG. 09/463010

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FIG. 22

CONTENTS GUIDE DATA

(a) VIDEO PROGRAM AND DATA BROADCAST

- TITLE
- TIME (START TIME TO END TIME)
- GENRE AND SUB-GENRE
- PERFORMERS, PLAYERS, DIRECTOR, ETC.
- INTRODUCTORY STATEMENTS
- KEYWORD
- MEDIA AND STATION NAME

(b) HOME PAGE

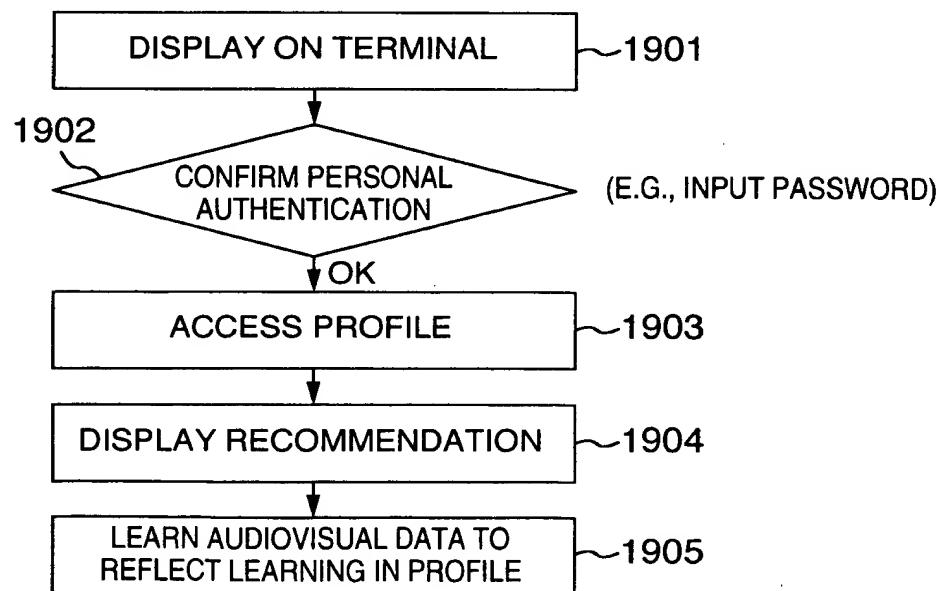
- TITLE
- GENRE AND SUB-GENRE IN DIRECTORY
- RECOMMENDATION STATEMENTS
- KEYWORD
- TOP MENU

(c) ELECTRONIC PUBLISHING

- TITLE
- GENRE AND SUB-GENRE IN DIRECTORY
- AUTHOR, TRANSLATOR, EDITOR
- OUTLINE
- KEYWORD
- PUBLISHER

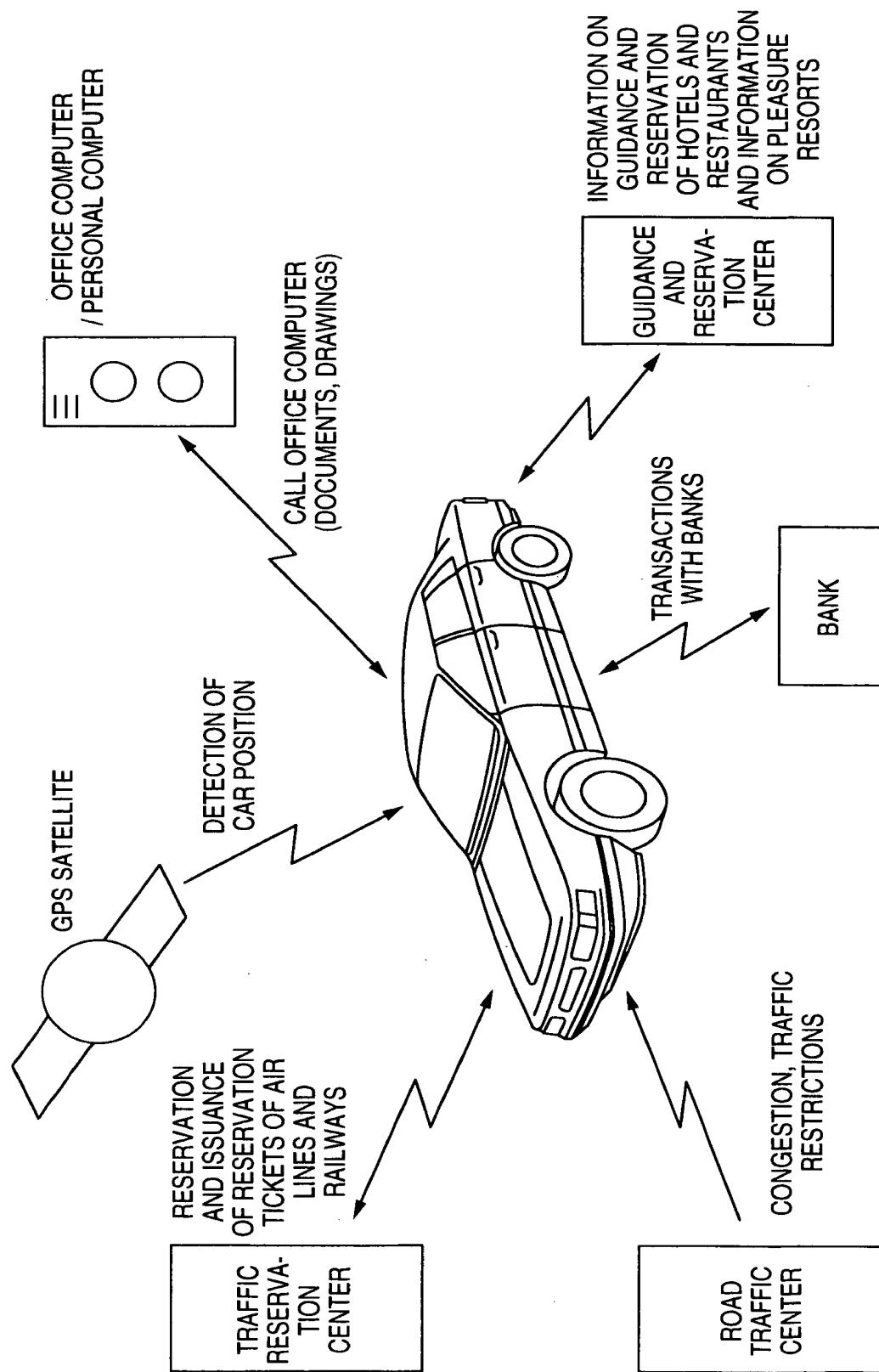
DRAFTSHEET NO. 04300

FIG. 23



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FIG. 24



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FIG. 25

